

## Managing Donations and Fundraising Activities

# Nonprofit Perspective

Partnership & Community Collaboration  
Academy  
Managing by Network

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## Three Sectors in the Economy:

How do we distinguish between these three sectors?



### Public Sector

Local, state , regional or federal government agencies provide goods and services to meet collective needs of the general public

### Private Sector

Local, regional, national, businesses provide goods and services to meet consumer demands with the goal of making a profit

### Nonprofit Sector

Local, state, regional and national organizations provide goods and services to enhance social fabric of the nation often distinguished by volunteer involvement

**Does money  
really grow on  
trees?**



**Revenue Sources  
NONPROFIT  
ORGANIZATIONS**

**Interest Earnings: Cash Account or Endowment**

**Fees for Service**

**Proceeds from Products**

**Proceeds from Assets Sold**

**Legal Settlements: Mitigation Funds**

**In-Kind Contributions and Volunteers**

**Appropriations: Federal, State, Local**

**Gifts, Grants, Contributions and Events**

**Planned Giving: Bequests, Gift Annuity, Trusts**

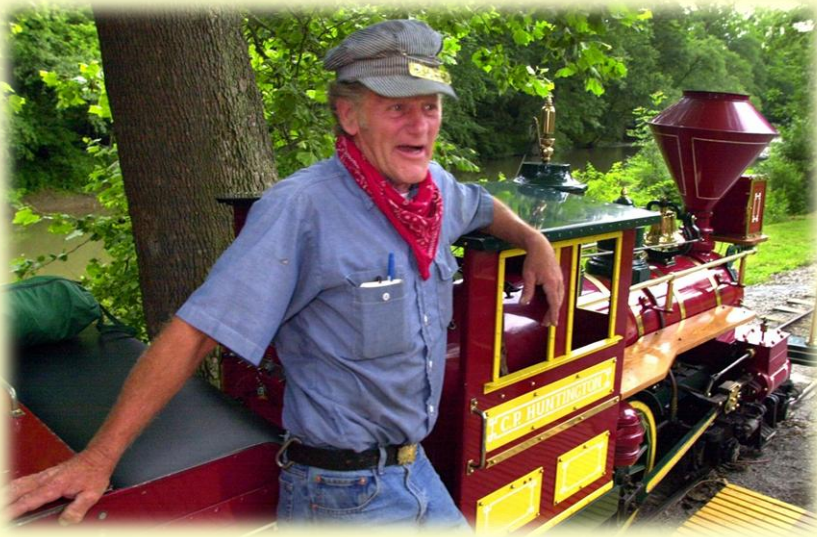


# Role of Fundraising for Nonprofits

- ☐ Support the Mission
- ☐ Funds percent of delivery of goods and services of nonprofit
- ☐ Funds percent of annual operational budget
- ☐ Funds percent of long-term financial interests: reserve funds and/or endowments
- ☐ Funds percent of capital investments



# Why do individuals and organizations give?



1. They are asked.
2. They are thanked.
3. They share values, goals and mission.
4. They see the need and benefits of the goods or services to be provided.
5. They are involved.
6. Others are giving.
7. They trust the organization and representative describing the need and action to be taken.
8. Performance can be evaluated.
9. The project will be a model .
10. There is an urgency.

# Gifts ~ Grants ~ Contributions

## Donor Sources:

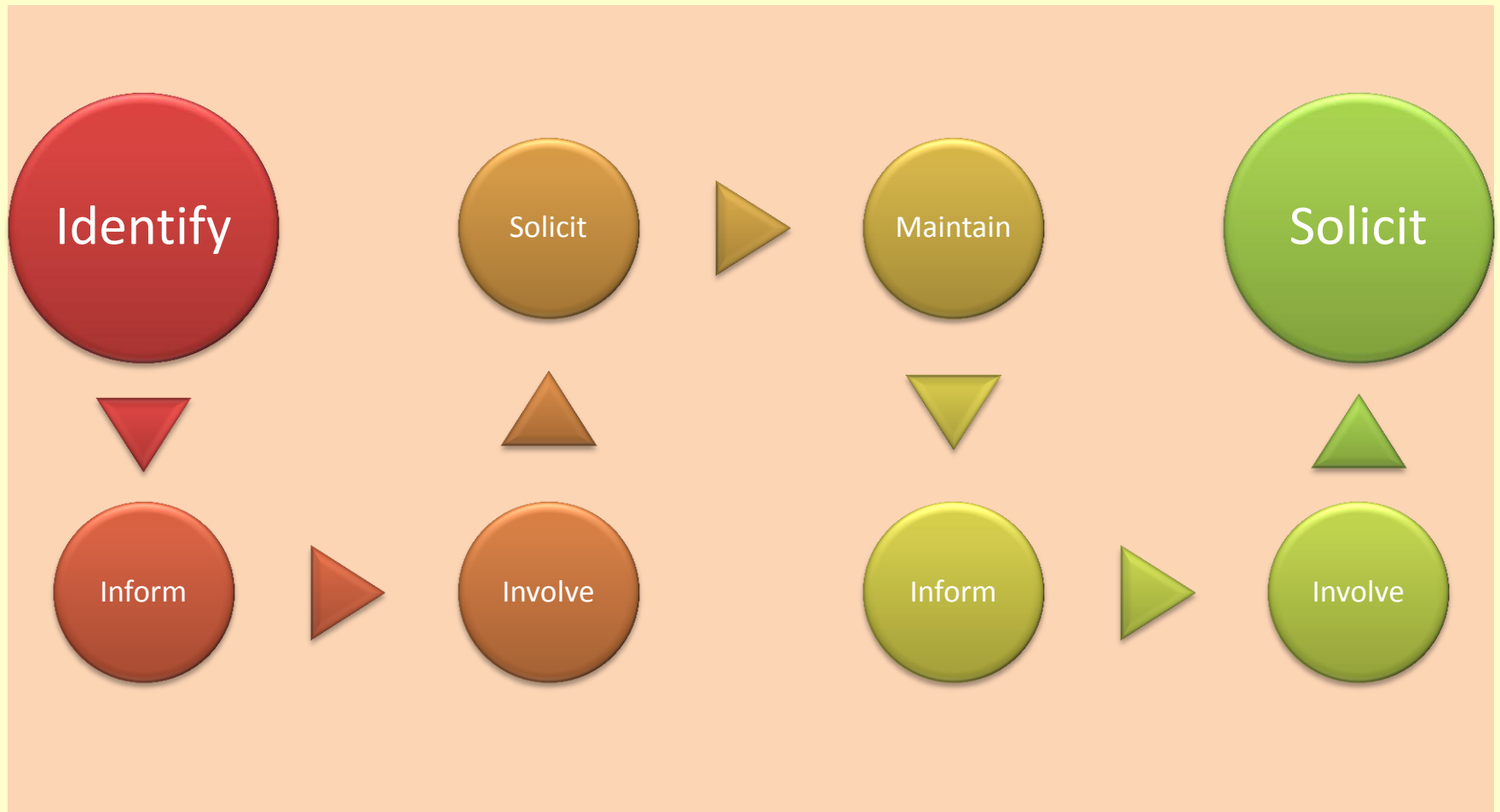
- ☐ **Individuals**
  - Membership
  - Annual Gifts
  - Bequests
- ☐ **Public Agency Grants**
- ☐ **Foundation Grants**
- ☐ **Corporations Contributions**
  - Philanthropic
  - Marketing
  - Cause Related Marketing
- ☐ **Events**



**Based on relationships.**

# IIISM of Fundraising

Building and Strengthen Relationships with Donors





# Working with a Federal Agency Partner on Fundraising

## Nonprofit Check List

1. Do we need a written agreement for fundraising related to this project?
2. Does the Agency have the authority to support the project and fundraising plan as described?
3. Do you need to review our organization's fundraising materials or plan related to this project?
4. Can you link the federal website to our campaign website?
5. Does our Fundraising Agreement or Partnership/ Friends Group Agreement cover a federal agency acceptance of gifts we plan to transfer to the agency?
6. Do you need to review our current and potential list of donors for this project?
7. Do you need to review our donor recognition plans for this project?
8. What limitations do you have as a federal employee related to fundraising?
9. Who in the Agency makes decisions related to our fundraising?
10. Will this project impact our annual financial audit ?

# How Can Federal Employees Demonstrate Support for Fundraising of Nonprofit Partners?

1. Communicate, Cooperate, Collaborate
2. Help build positive cases for support
3. Speak positively about philanthropy
4. Understand mission, goals and objectives of nonprofit organizations related to fundraising



# How Can Federal Employees Demonstrate Support for Fundraising of Nonprofit Partners?

5. Refer potential donors to nonprofits
6. Understand time is money
7. Create a shared understanding of federal agency donation, fundraising, and recognition policies and guidelines
8. Create a shared understanding and execute appropriate Fundraising Agreements, Partnership/Friends Group Agreements, and Donation Acceptance Agreements



# Fundraising Quiz

Can a federal employee:				
1	Refer a potential donor to a nonprofit?	Maybe	Yes	No
2	Assist a nonprofit in writing a grant?	Maybe	Yes	No
3	Include donor recognition on printed materials, wayside exhibits, site newsletters?	Maybe	Yes	No
4	Facilitate an on-site fundraising event benefitting the agency?	Maybe	Yes	No
5	Discuss needs, programs, public impact, cost estimates with potential donors?	Maybe	Yes	No
6	Provide the Agency logo for use in fundraising materials?	Maybe	Yes	No
7	Nominate donors of a nonprofit for an award?	Maybe	Yes	No
8	Attend an off-site fundraising event in uniform?	Maybe	Yes	No
9	Link to a nonprofit campaign website?	Maybe	Yes	No
10	Ask a nonprofit donor for their opinion on project with a nonprofit?	Maybe	Yes	No